IN-HOUSE PRO BONO IN PRACTICE PROFILE: THE CLOROX COMPANY
March 2016

After the 2005 arrival of Laura Stein, executive vice president, general counsel, and corporate secretary, the pro bono efforts of the legal department at The Clorox Company (Clorox) transformed from largely individual pro bono matters after hours to a formal pro bono program. "In just a few short weeks after the program started, staff comments shifted from a nervous 'What's this?' to an enthusiastic 'What's next!'" says Adam Brink, pro bono coordinator. In the intervening decade, Clorox's pro bono participation has grown to 50% of all U.S. legal staff in 2013 as legal team members collaboratively pursue the company-wide value to "Do the Right Thing."

The pro bono program at Clorox, a **Corporate Pro Bono Challenge**® signatory, focuses its efforts on issues affecting low-income residents where the company is headquartered, Oakland, Calif. Clorox's pro bono program, led by Brink, trademark counsel and pro bono coordinator, includes projects assisting victims of domestic violence obtain restraining orders, helping local artists with intellectual property issues, and aiding low-income residents in housing disputes through a negotiation clinic. These opportunities allow Clorox attorneys and staff to work on issues affecting the local community in areas of both interest and expertise.

General Program Information	
Offices with Legal Staff	HQ: Oakland, CA; Buenos Aires, Argentina
Size of Legal Depart.	U.S.: 26 Attorneys; 20 Legal Assistants Outside the U.S.: 6 Attorneys; 3 Legal Assistants
Pro Bono Leadership Structure	Each project is spearheaded by an individual leader passionate about the cause. A pro bono coordinator oversees the program.
Pro Bono Policy	Clorox officially launched its pro bono program in 2006 with a written policy which: • highlights the importance of pro bono at Clorox and encourages participation; • focuses on time-limited projects that serve the local community and involve topics important to staff to improve team-building efforts; • lists resources available for employees working on pro bono projects including support staff, expense reimbursement, and other substantive training and services; and • sets forth Clorox's guidelines for providing pro bono, including obtaining approval from the general counsel for new projects and ensuring that services provided during work hours do not interfere with regular work duties.

Mandatory Pro Bono	Pro bono work is not mandatory and employees are not adversely affected by a decision not to participate, but participation is encouraged and supported.
Communications	Clorox communicates its pro bono opportunities and achievements to its employees through information on the department's intranet. Updates include pro bono success stories, awards, and recognition information.
Recognitions/Awards	The Clorox Company Foundation makes donations to community organizations for which employees volunteer more than 24 hours of service. In addition to posting success stories on the department's intranet, Clorox's pro bono project leaders make short presentations during department meetings to recognize volunteer achievements.
Tracking Pro Bono	Clorox informally tracks participation of both attorneys and non-attorney staff through sign-up sheets and email confirmation of participation.
Partnerships	Clorox works with multiple legal service providers on its various pro bono projects. Clorox also partners with Morrison & Foerster.
Professional Liability	Employees operating under the Clorox Pro Bono Program are covered by a Clorox insurance policy. If volunteers are working with a legal service provider, then they are also covered by the legal service provider's insurance.
Non-Lawyer Involvement	Non-lawyers are encouraged to participate and projects are selected that are available to all of the Clorox legal department. As a result, at least 33% of non-attorney staff members in Clorox's Oakland headquarters participated in the pro bono program in 2014.
Pro Bono Projects	
Assistance to Victims of Domestic Violence	Since 2006, Clorox's Oakland legal team has worked with the Family Violence Law Center (FVLC), providing in-court assistance to victims of domestic violence seeking restraining orders. Clorox's relationship with FVLC has also led to efforts by the company to donate toys during the holiday season and school supplies to the FVLC's after-school program.
Clinics for Underserved Populations	• **Project Clean Slate**. Members of Clorox's legal team assist the East Bay Community Law Center (EBCLC) operate legal clinics through Project Clean Slate, an effort to help people re-enter society after prison. At the clinics, volunteers provide guidance on criminal record remedies so individuals reintegrating into society post-incarceration can overcome barriers lingering criminal records pose to employment, housing, education, and civic participation. • **Housing Negotiation Clinic**. In partnership with Morrison & Foerster, Clorox's legal team created the Housing Negotiation

	Clinic in San Francisco. The clinic helps ensure tenants rights' are protected in disputes with landlords, particularly the rights of the mentally or physically impaired.
IP Guidance to Artists	In 2013, Clorox partnered with California Lawyers for the Arts to assist local artists with intellectual property-related issues. Roughly a third of Clorox attorneys having an intellectual property focus; this partnership allows the department to leverage an existing skill set to support the local, low-income, artist community.
Lessons Learned	
Define success from the start.	Define what success means to *your* legal department. For some, a participation percentage may be the ultimate goal. For others, the goals of the program may concern community outreach, recruitment, or skill-development. Determining the goals of a pro bono program from the start can lead to more effective decision-making.
Allow passionate leaders to manage their own projects.	Moving away from a committee structure, Clorox's pro bono team has allowed passionate volunteers to take charge of their own projects. These enthusiastic leaders attract more volunteers to their individual projects and are given more control to manage project details.
Partnerships can accelerate growth.	Clorox's connections with organizations like the FVLC and the EBCLC, as well as its partnership with Morrison & Foerster, provide access to more opportunities and valuable resources, particularly regarding unfamiliar areas of law.
Support from the top is key.	Legal department heads and company leaders invested in pro bono are critical to the comfort of volunteers and success of in-house pro bono programs. In addition, such support can influence increased pro bono in the broader legal community. For example, Clorox considers pro bono participation as a factor when selecting outside counsel.
Time-limited projects are valuable to companies and pro bono recipients.	Time-limited projects, such as single-day pro bono clinics, have proven very successful for Clorox. These short-term initiatives quickly expose volunteers to various types of pro bono work while giving them enough time to learn the necessary skills and meaningfully assist clients.

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